



Kwasi Kyei Darkwah, MA., AVP (Lond)

267
connections

Multiple Award-Winning Broadcaster, Media, Arts & Culture professional

London, United Kingdom | Public Relations and Communications

Current The Finest Productions
Previous Ghana Investment Promotion Centre, The Finest Productions
Education London Metropolitan University

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Summary

Result-oriented brand management, public affairs and communications specialist. Award-winning television and radio personality with strong leadership, programme creation, advocacy, writing and public speaking skills. Professional trainer and mentor in Broadcast Media & Public Communication, Branding and Customer Service. Keen promoter of good practice in Media, the Arts, Culture, Tourism and Hospitality sectors. Passionate about Brand Management and Communications, Arts, Culture and Tourism, Media Management and Regulation.

Experience

Chief Executive Officer

The Finest Productions

June 2009 – Present (5 years 7 months) | Kensington, London

- Lead team to deliver public affairs and marketing campaigns, tourist attraction programmes and entertainment, corporate events and corporate social responsibility for clients in the financial, energy, hospitality and lifestyle sectors
- Prepare and oversee efficient delivery of annual communication strategy to achieve targets
- Lead and mentor team to deliver clients' requests, promote good image and increase profit
- Address media, trade and public, and provide sign off for campaigns and budgets
- Use key performance indicators to assess, reward, train and retrain team
- Plan and deliver training in Media Production and Management, Communication and Branding
- Prepare and deliver presentations, and host corporate and public events

Director, Public Affairs and Communications

Ghana Investment Promotion Centre

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Minister of Foreign Affairs & Regional Integration and Member of Parliament for Awutu-Senya West Constituency - Ghana



Hanna Louisa Bisiw

Deputy Minister of Works and Housing at Government of Ghana



Dr. Joyce R. Aryee

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Prof. Ken Agyeman Attafuah

Barrister-at-Law & Managing Solicitor at Ken AttafuahLaw Place; Criminologist and Conflict Resolution Expert



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Philip Addison

President at Philip Addison & Associates



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October 2008 – May 2009 (8 months)

- Strategized and led team to deliver public affairs and marketing communications
- Directed promotion and advisory programmes to drive increase in investments in Ghana
- Researched and prepared full year Public Affairs and Communications Strategy
- Oversaw creative direction and edited quarterly reports for stakeholders
- Prepared speeches for Chief Executive and self and made presentations at conferences
- Signed off merchandizing material and communications with Media, trade and public
- Prepared brief and signed off jobs for creative agencies and media houses
- Directed communications centre operations and timely response to investor queries
- Assessed and trained public affairs and communications department and reported to CEO

Communications Director

The Finest Productions

July 2002 – September 2008 (6 years 3 months)

- Directed communications, marketing campaigns and CSR for B2C and B2B sales
- Produced and syndicated sponsorship for events, radio and television programmes
- Wrote, produced and directed television programmes, commercials and web content
- Produced corporate and entertainment events, and edited speeches for clients
- Directed press briefings and correspondence with Media, trade and public for clients
- Designed and delivered training for clients and staff in marketing and customer service

Skills

Event Management Creative Direction Broadcast Corporate Communications

Marketing Communications Advertising Television Entertainment

Public Speaking Public Relations Marketing Marketing Strategy

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Education

London Metropolitan University

Master of Arts, Audio-Visual Production: Public Communication through Film & TV. Writing, Producing & Directing

2003 – 2005

Groups



Media Professionals ...



Ghana Professionals...



Cultural Performing ...



Ghana Business & In...



Education in Develop...



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